

April- May - June 2025

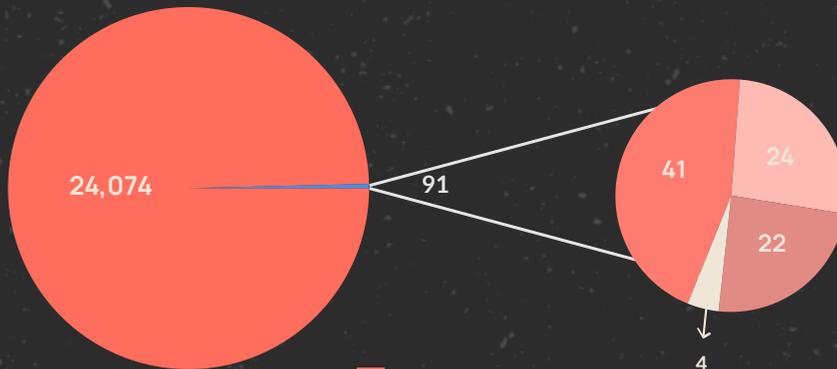
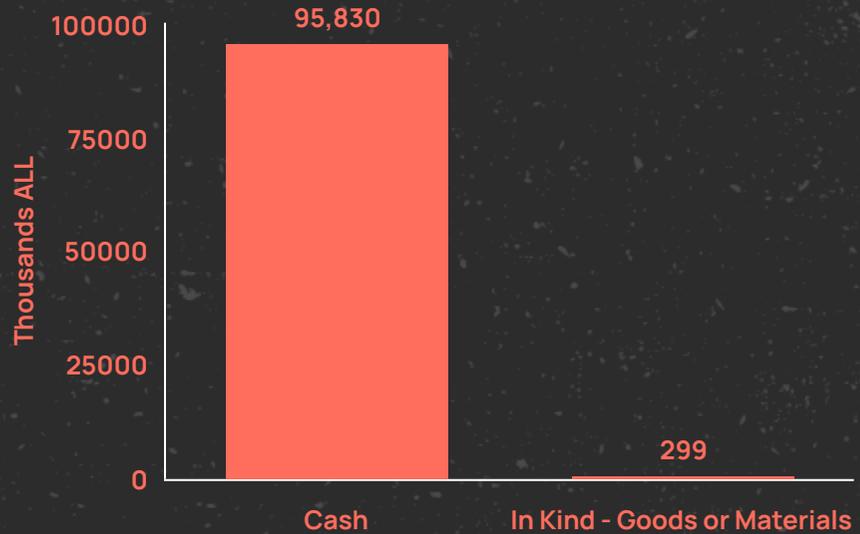
Data on Philanthropic Activity

tracked through online & media platforms

Value of donations by Nature

Total:

96,129,242 ALL



- Cash (99.62%)
- Volunteer (0.17%)
- In Kind - Goods or Materials (0.10%)
- Professional Service (0.09%)
- Mixed (0.02%)

Number of donations by Nature

Total:

24,165

Donations by Type



The three main types of fundraising are through **Direct donations**, **Events**, and **Campaigns**.

24,103 donations carried out through **Campaigns**

39 donations carried out through **Events**

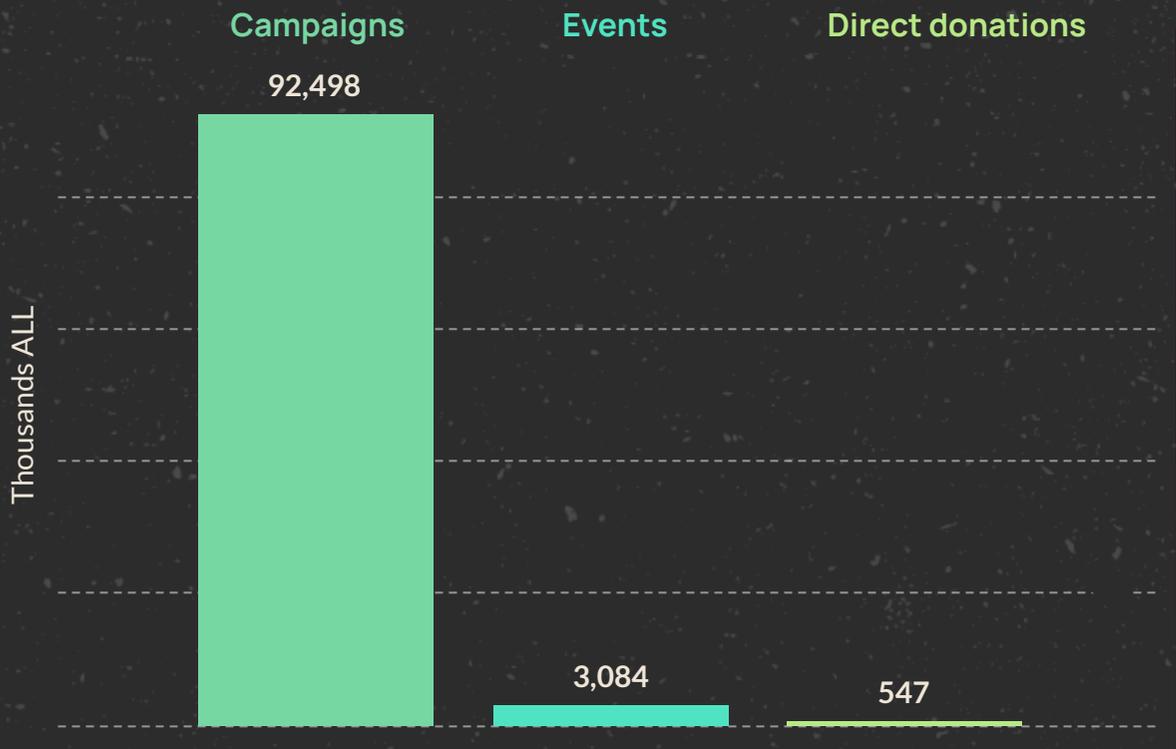
23 **Direct donations**



Value of donations by Type

Total:

96,129,242 ALL



Fundraising Campaigns

94

Call for Donations

32

Crowdfunding Platforms

15

Online and Social Media Crowdfunding Campaigns

5

Mega Campaigns

1

Facebook Social Impact Platform Campaigns

39

Live Events

Events

3 Main Donors by Value

13,897,520 ALL

Individuals

Fundraising campaign **"Help Etleva Ruçi's Sons Get a Fighting Chance"** – in support of her two children battling the same genetic disease that took their father's life two years ago.

12,453,105 ALL

Individuals

Fundraising campaign **"Let's Save the Life of Arnisa, the 22-Year-Old in Coma!"** — in support of Arnisa Gashi, who is currently in critical health condition.

9,819,342 ALL

Individuals

Fundraising campaign **"Let's Save the Life of 3-Year-Old Gëzim, who is in Coma!"** — in support of Gëzim, who is in critical health condition.

Credins Bank

15

Fundjavë Ndryshe

10

Vodafone Albania

9

Main Donors by Number

Donors



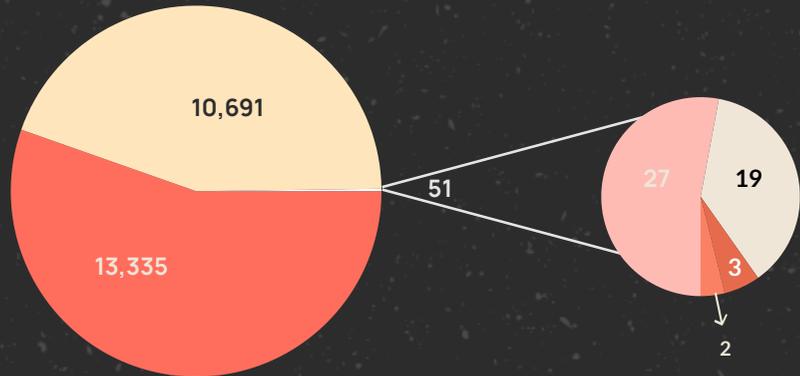
Total number of donors*:

24,077

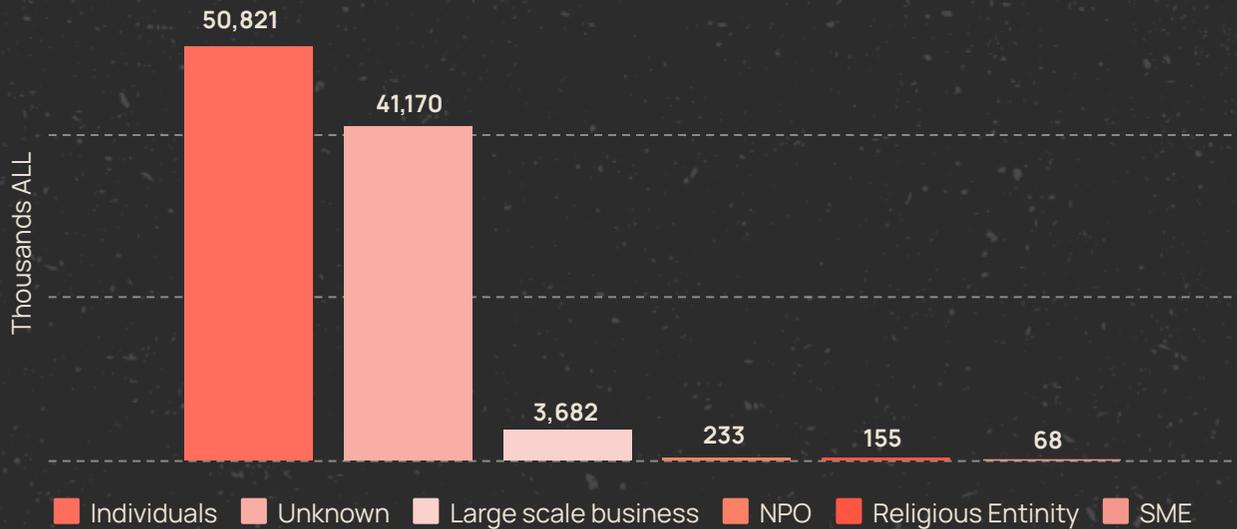
*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.



Number of donors by Nature



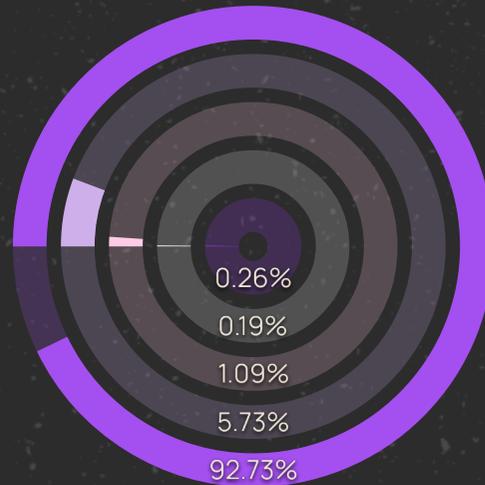
Total Value of Donors by nature



Fields of Donation

The main donations consist in the following 4 fields:

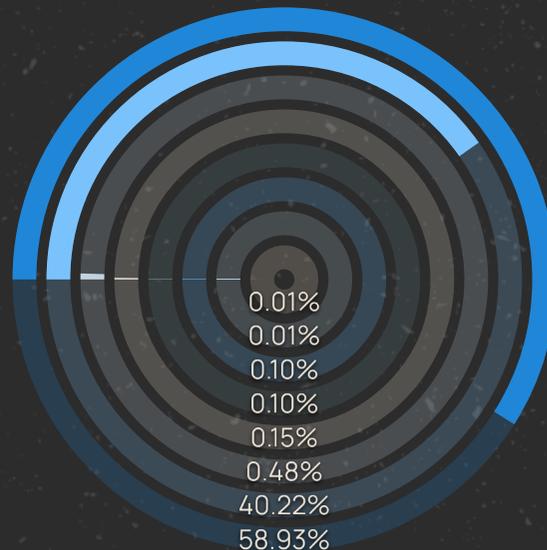
- Healthcare
- Support to Marginalized Groups
- Poverty Relief
- Education
- Other



Meanwhile, "Other" category includes donations in the field of: Art and Culture (0.07%), Economic Development (0.07%), Religious Activities (0.04%), Sport (0.02%), Preservation & Protection of the Environment (0.01%), Public Infrastructure (0.01%), Heritage (0.01%), Community Development (0.01%), Response to Natural Disaster (0.01%), Science (0.01%), ect.

Channels of Donations

- Crowdfunding Platform (NPO)
- Crowdfunding Platform (Individual or family)
- NPO
- Public institution
- Direct Donation
- Private Institution
- International Institution
- Other



Beneficiaries



Total number of beneficiaries*:

6,901

*In the frame of this analysis beneficiaries are calculated only once regardless of the number of donations they received.



Number of beneficiaries by Category

General Public

Children and Youth

Individuals/Families



- General Population (88.36%)
- Religious Community (6.43%)
- In economic, health and social difficulties (4.92%)
- Minority Communities (0.23%)
- Specific Geography (0.05%)

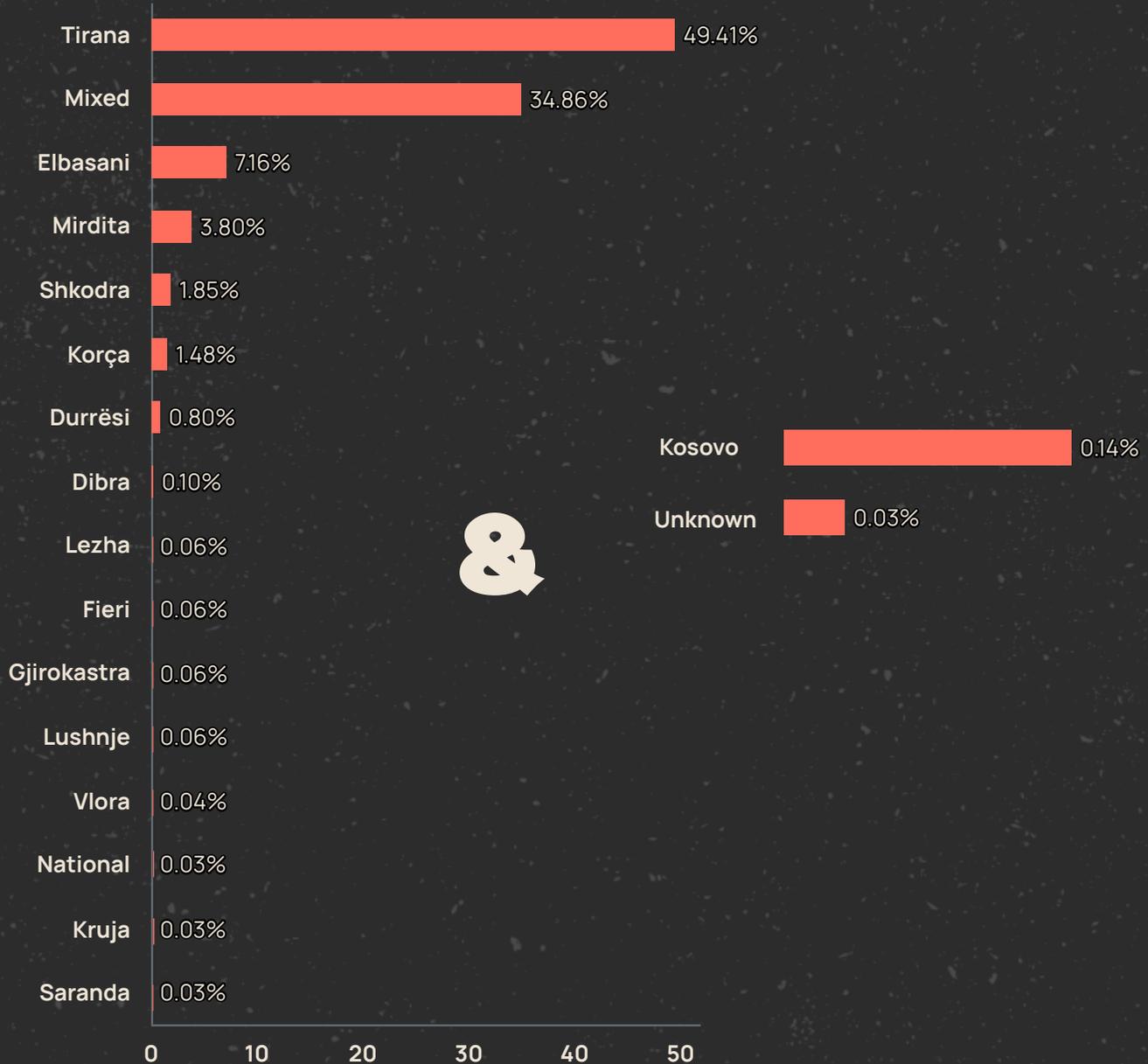
- In economic, health and social difficulties (60.8%)
- Talented (22.32%)
- Children and Youth (9.06%)
- Minority Communities (6.39%)
- Specific Geography (1.44%)

- Elderly (66.53%)
- Victims of Violence and Trafficking (20.89%)
- In economic, health and social difficulties (12.58%)

Geographic Coverage of Donations

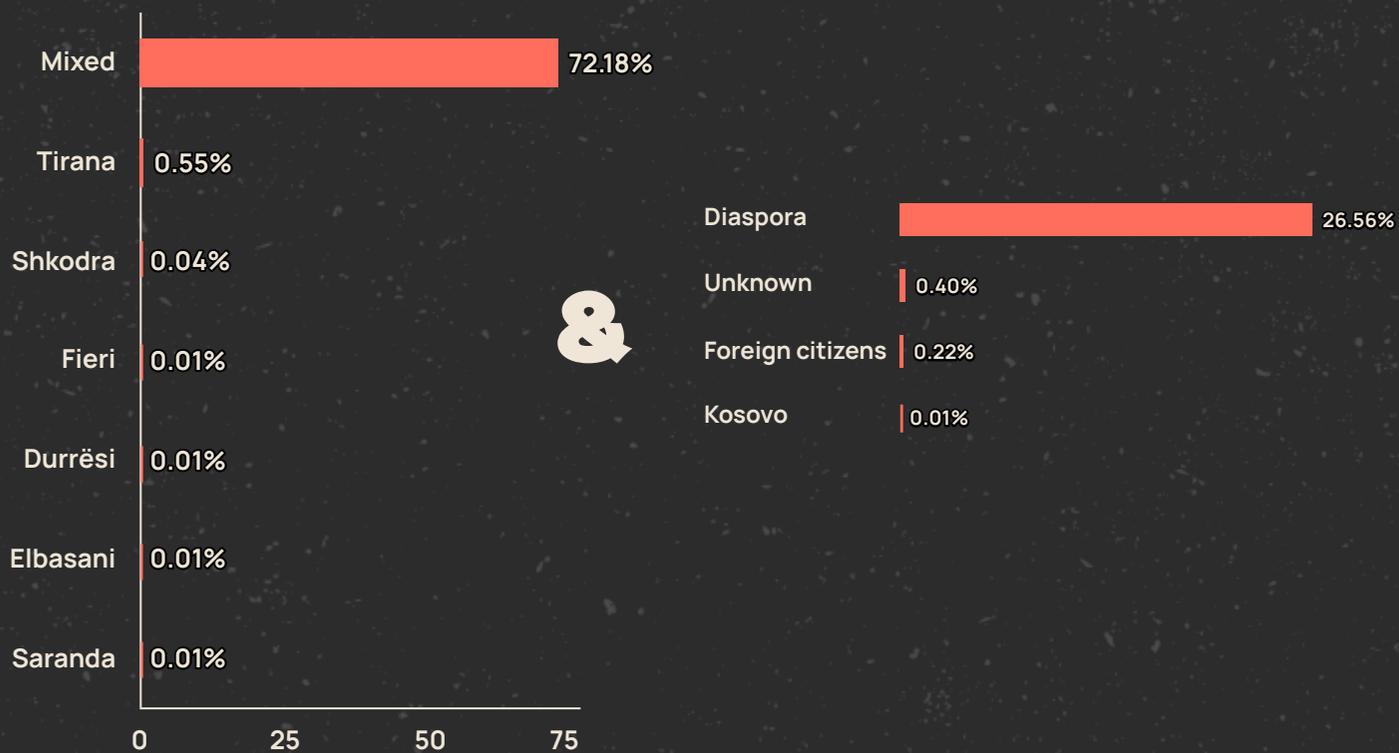
Beneficiaries

99.83% of the donations were allocated within Albania.



Donors

72.81% of the donations were contributed by donors from Albania, while the remaining contributions came from diaspora and foreign citizens.



Direct Donation - Donation that is carried out directly from the donor to the recipient

Fundraising campaign - Fundraising that occurs during a certain period of time for a particular social cause

Event - is short-term fundraising effort organized to raise funds for a specific purpose

Mega Campaign - Campaigns promoted on many platforms simultaneously (crowdfunding, social media, visual media, etc.)

Poverty Relief - Donations carried out with the aim to mitigate poverty for individuals or families living in economic difficulties or affected by previous natural disasters

Seasonal Giving - Donations made during the holidays season

General Public- Donations or contributions that have a significant impact in public at large.

Group of Donors - Large or small groups of individuals who donate

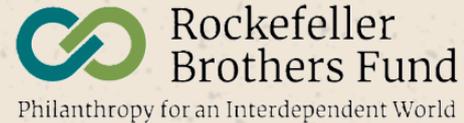
Mixed - Donations which are combined by more than one category/municipality

Crowdfunding Platform (Individuals or families) - donations that are channeled through online crowdfunding platforms created by individuals or families

Crowdfunding Platform (NPO) - donations channeled through online crowdfunding platforms created by NPOs

CH&Y - Children and Youth

W&Ch - Women and Children



This report was made possible with support from the Rockefeller Brothers Fund. The opinions and views of the authors do not necessarily state or reflect those of the Fund.